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ABSTRACT

Information is a consumer-driven commodity; the very existence of libraries and information centers is based on the patrons' need for specific information or material. This professional resource shows how to use management methods to implement a strong customer service program to deliver better service to patrons. This book outlines the reasons for developing and implementing a formal customer service program, and offers special guidelines for tracking success. Highlights include: the library user as a customer; defining the role of the information services unit; informal intelligence gathering; user surveys and survey analysis; planning an information audit; designing and implementing a customer service plan; follow-up and analysis, evaluation and measurement. (Author/AEF)

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